



Chopard and Gemfields create a new industry-leading partnership

***Chopard's 'Journey to Sustainable Luxury' continues
with the announcement of a new milestone for coloured gemstones
at the 2016 Cannes Film Festival***

Chopard is delighted to announce a new milestone in its *Journey to Sustainable Luxury*. Building on its successful collaboration with the Alliance for Responsible Mining (ARM) in South America, supporting local artisanal gold mining communities and introducing products made from Fairmined gold, the luxury jewellery and watch company has created a unique partnership with Gemfields, the world's single largest producer of coloured gemstones.

In an industry first, the emeralds will be fully validated by Eco-Age's Green Carpet Challenge (GCC) Principles of Sustainable Excellence.

Eco-Age - experts in sustainable mining practices and Chopard's partner in developing the *Journey to Sustainable Luxury* - will use its considered GCC Principles of Sustainable Excellence to verify the mining site and parent organization, covering social welfare, environmental protection, training provision and security for workers.

Turning the red carpet green

To celebrate the beginning of this new phase of the journey, Chopard will unveil a capsule collection of Green Carpet High Jewellery within its Red Carpet Collection. The unveiling will take place at the Cannes Film Festival in May and will include responsibly sourced emeralds in Chopard's Green Carpet Collection for the very first time.

These beautiful Green Carpet creations were debuted on the famous red carpet by Julianne Moore. Julianne, who has walked the Green Carpet Challenge before, wore the incredible statement earrings along with a ring, both crafted in Fairmined certified gold and featuring the validated emeralds from Gemfields and diamonds sourced from the IGC group, which is



certified by the RJC Code of Practices.

Julianne Moore commented: "I love emeralds and Chopard jewelry, and am so fortunate to partner with Chopard on their *Journey to sustainable luxury*. Simply wearing jewelry is a luxury, but knowing that the stones and the gold have been ethically sourced and mined makes the experience truly valuable. I am so impressed by Caroline Scheufele and her dedication to sustainability - she is truly a pioneer in this area. Lucky me - to wear jewelry on the red carpet that is beautiful both inside and out!"

Leading the industry

The partnership between Chopard and Gemfields will set the agenda for a global sustainable standard in coloured gemstones which currently does not exist. By working together with Eco-Age, and trusted suppliers such as Gemfields, Chopard can set an example of best practice in the mining of coloured gemstones, demonstrate leadership in the forging of industry alliances for global standards and continue to support local communities in the most remote regions where these extremely rare raw materials are mined.

Caroline Scheufele, Co-President and Artistic Director of Chopard said: "We are so proud of what we have achieved so far with our Journey to Sustainable Luxury. It has been challenging at times, but the results are incredible. Chopard is defined by true luxury and today this means knowing where the precious materials in our jewellery come from and having this independently validated. Gemfields' fabled emeralds are a wonderful addition to our Green Carpet Collection of High Jewellery".

A beautiful shade of green

Gemfields is one of the world's leading suppliers of coloured gemstones, specialising in emeralds and amethysts from Zambia and rubies from Mozambique.

The company oversees the mining and marketing of coloured gemstones from some of the world's finest gemstones deposits, responsibly and transparently.



Working in countries with mining is a real challenge that Gemfields recognises and works to create a long-term sustainable, integrity-driven operation, not just for themselves but also for countries and communities impacted. As it develops its strategy its aim is to be recognised as a business that operates to international and best practice standards and transparently communicates on a variety of contextual yet prioritised issues.

Ian Harebottle, CEO of Gemfields: 'Gemfields is exceptionally honoured to be collaborating with Chopard in supplying our rare Zambian emeralds for their 'Journey to Sustainable Luxury'. This is such a significant step, not only for Chopard and Gemfields, but for the broader luxury industry as a whole. Gemfields is committed to pioneering a safer, more responsible and transparent approach to the mining and distribution of coloured gemstones. This prestigious partnership, with the involvement of Livia Firth and her dedicated team at Eco-Age, provides a clear example of what can be achieved when people come together with one common objective.'

ENDS

NOTES TO EDITORS:

Chopard & The Journey to Sustainable Luxury

Chopard is a family owned independent Swiss luxury watch and jewellery company. A certified member of the Responsible Jewellery Council since 2010, Chopard has adopted a policy of sustainable business development and does its utmost in limiting its impact on the planet's limited resources.

In 2013, Chopard launched in partnership with Eco-Age at the Cannes Film Festival (Chopard is an official partner of the Festival since 1998)The Journey to Sustainable Luxury, an exciting and ambitious multi-year programme, which has delivered global market leadership and differentiation from other jewellery and watch companies for Chopard.

The Journey to Sustainable Luxury is Chopard's commitment to sourcing responsibly



throughout its supply chain, thereby bringing together ethics and aesthetics, and helping the real people in its supply chain who are all too often overlooked. *The Journey* started with Chopard forging a philanthropic relationship with the influential South American mining NGO, the Alliance for Responsible Mining (ARM). Chopard thus became the first luxury watch and jewellery company to support and enable mining communities to reach Fairmined certification.

Eco-Age

Eco-Age is a brand consultancy that helps businesses grow by creating, implementing and communicating bespoke sustainability solutions.

Eco-Age simplifies sustainability, offering tailored, measurable solutions that help our clients achieve growth, establish sector leadership and enhance the bottom line.

Eco-Age has developed unique and powerful channels of communication. The Green Carpet Challenge® (GCC) is its world-renowned communications arm, pairing glamour and ethics to raise the profile of sustainability, ethics and social welfare.

Gemfields

Gemfields plc is the world's leading supplier of responsibly sourced coloured gemstones and is quoted on the AIM division of the London Stock Exchange (ticker: GEM).

Gemfields is the operator and 75% owner of both the Kagem emerald mine in Zambia (believed to be the world's single largest producing emerald mine) and the Montepuez ruby mine in Mozambique (one of the most significant recently discovered ruby deposits in the world). In addition Gemfields also holds a 50% interest in the Kariba amethyst mine in Zambia, as well as controlling interests in various other gemstone mining and prospecting licenses in Zambia, Mozambique, Colombia, Ethiopia, Madagascar and Sri Lanka.

Gemfields has developed a proprietary grading system and a pioneering auction and trading platform to provide a consistent supply of quality coloured gemstones to the global downstream markets. This is a key component of the Company's business model which the

Chopard

Directors believe has played an important role in the appropriate distribution and associated resurgence of the global coloured gemstone sector.